

## SETTING THE STAGE FOR GIVING

### PROJECT PROFILE

**Project:** Capital Campaign Northwest Arkansas Community College

**Location:** Bentonville, Arkansas

**Campaign Goal:** 14 million

**Campaign Result:** 12 million raised to date



#### History:

NWACC was founded by voters in the Bentonville and Rogers Public School Districts on August 15, 1989, when they passed by a 65-percent margin a 3-mill property tax to support the new institution. NWACC opened its doors to 1,200 students in August 1990 and currently has in excess of 6,600 college credit students, making it one of the largest and fastest growing two-year colleges in Arkansas. An additional 7,000 students are served through non-credit courses throughout the service area.

In the summer of 2004, THE HODGE GROUP conducted a comprehensive feasibility study looking not only at the College's philanthropic potential but also its internal structure, its Foundation. After the study was completed, it was determined that a \$14 million dollar comprehensive campaign should be conducted and a plan for the restructuring of the Foundation was created.

THE HODGE GROUP serves as NWACC's development counsel to facilitate its \$14 million *Learning for Living* campaign. Remarkably, the Wal-Mart Corporation's gift of \$4 million to this campaign is among its largest gift outside of giving to the University of Arkansas. The gift has been featured in numerous higher-education publications.

Working with Northwest Arkansas Community College and its Foundation, THE HODGE GROUP was also able to use the independent strength of the Foundation to build the multi-story parking deck in Benton County.

This was accomplished by the Foundation taking a leadership role and issuing tax-exempt bonds to pay for the cost of the construction by teaming with the College and using revenue from parking fees to stand behind these bonds. This example of the College's Foundation serving a creative financial role is the first of its kind in Arkansas.

***In 2006 THE HODGE GROUP was retained as on-going philanthropic counsel to NWACC to plan their next philanthropic steps.***

***"Our relationship with THE HODGE GROUP has allowed us to stretch and think beyond our successful multi-million campaign and position the Foundation for future philanthropic efforts"***

-Dr. Becky Paneitz



THE HODGE GROUP



*setting the stage for giving*